CLAIMS

What is claimed:

1. A method comprising:

receiving information obtained from at least one of a consumer and a
storage area; and

selecting, substantially automatically, multimedia-content to be broadcast
to the consumer based on said receiving.

2. The method of claim 1, wherein a selection of the multimedia-content is
made contemporaneous with the information obtained from at least one of
the consumer and the storage area.

3. The method of claim 1, wherein the multimedia-content is at least one of
video, audio, and data.

4. The method of claim 1, further comprising scheduling the multimedia-
content to be broadcast to the consumer based on said selecting.

5. The method of claim 4, wherein said scheduling is based on criteria.

6. The method of claim 5, wherein the criteria includes consideration of at
least one of; whether the multimedia-content has been consumed yet; how
many times the multimedia-content has been consumed; whether the
multimedia-content has been deleted or tagged for deletion; if the

multimedia-content is still in the storage area; whether the multimedia-content is intended to be saved/archived; and whether the storage area is categorized.

7.   The method of claim 1, wherein said receiving is accomplished with at least one of a telephone, a dial-up modem, a cable television vision communication, a network, the Internet, and a wireless communication.

8.   A computer readable medium containing executable program instructions, which when executed by a data processing system, cause the data processing system to perform the steps comprising selecting substantially automatically, multimedia-content to be broadcast to a consumer, based on information obtained from at least one of the consumers and a storage area.

9.   The computer readable medium of claim 8, further comprising scheduling multimedia-content to be broadcast to the consumer based on said selecting.

10.   The computer readable medium of claim 8, further comprising receiving the information from at least one of the consumer and the storage area.

11.   A method comprising:

receiving a selection of multimedia content; and

broadcasting the selection of the multimedia-content to a consumer, wherein the selection is based on information obtained from at least one of the consumer and a storage area.

12. The method of claim 11, wherein the selection of the multimedia-content is made contemporaneous with the information obtained from the consumer.

13. The method of claim 11, wherein said broadcasting is accomplished using opportunistic insertion of data.

14. The method of claim 11, wherein said broadcasting is accomplished with a substantially dedicated channel having a fixed transmission bandwidth.

15. The method of claim 11, wherein the multimedia-content is at least one of video, audio, and data.

16. A method comprising:

transferring multimedia content to a storage area, accessible to a consumer's television system; and

managing the multimedia-content stored in the storage area.

17. The method of claim 16, wherein the multimedia-content is at least one of video, audio, and data.

18.   The method of claim 16, wherein said managing is based on a policy.

19.   The method of claim 18, wherein the policy includes consideration of at least one of; whether the multimedia-content has been consumed yet; how many times the multimedia-content has been consumed; whether the multimedia-content has been deleted or tagged for deletion; if the multimedia-content is still in the storage area; whether the multimedia-content is intended to be saved/archived; and whether the storage area is categorized.

20.   A computer readable medium containing executable program instructions, which when executed by a data processing system, cause the data processing system to perform the steps comprising managing multimedia-content stored in a storage area accessible to a consumer's digital television system.

21.   The computer readable medium of claim 20, wherein said managing is based on a policy.

22.   The computer readable medium of claim 20, wherein the multimedia-content is at least one of video, audio, and data.

23.   An apparatus comprising:

        a digital television receiver; and

a storage area to store multimedia-content;

wherein the multimedia-content is selected based on information obtained

from at least one of a consumer and said storage area.

24. The apparatus of claim 23, wherein the multimedia-content is selected

contemporaneously with the information obtained from at least one of the

consumer and said storage area.

25. The apparatus of claim 23, wherein the multimedia-content is at least one

of video, audio, and data.

26. An apparatus comprising:

a multimedia-content selector to select multimedia-content, substantially

automatically, to be broadcast to a consumer, based on information

obtained from at least one of the consumer and a storage area.

27. The apparatus of claim 26, further comprising:

a multimedia content scheduler, configured to communicate with said

multimedia-content selector, to schedule the multimedia-content to

be broadcast to the consumer.

28. The apparatus of claim 26, further comprising:

a processor configured to receive the information and execute instructions that select the multimedia-content to be broadcast to the consumer; and

a storage area configured to allow communication with said processor.

29.   The apparatus of claim 26, further comprising:

a multimedia-content data base server, to store new multimedia-content, some of which is selected to be broadcast to the consumer.